



## [ w e l c o m e ]

Join the more than **800 local businesses** and their **50,000 employees** and become a member of the Chapel Hill-Carrboro Chamber of Commerce. We invite you to take advantage of the networking events, educational programming, Member to Member Benefits, issue advocacy, marketing and referrals, and community-building activities that the Chamber provides. Your Chamber membership is an investment in your organization and the quality of life of our community. The mission of the Chapel Hill-Carrboro Chamber of Commerce is to serve and advance the business interests of our members and help build a sustainable community where our members can thrive.

In 2010, the Chamber will present **more than 100 networking events, committee meetings and educational programs** for our members, including two Women's Executive Series events, the Chatham and Orange County Development Briefings, and the annual State of the Community Report. The Chamber will also continue to refer residents, visitors and relocators to Chamber members exclusively, as well as produce the annual Community Map and partner with Chapel Hill Magazine to produce our community's premier visitors and relocation guide.

## [ o u r 6 a r e a s o f s e r v i c e ]

- Building your **professional network**
- **Marketing** your business
- Investing in **economic and community development**
- **Saving and making** you money
- Representing your **business interests**
- **Sharpening** your skills

DEVELOPMENT | NETWORKING | SUSTAINABILITY

### HOW TO JOIN

For information on joining the Chamber, please continue reading, download the Full Membership Packet from [www.carolinachamber.org](http://www.carolinachamber.org), or set up an appointment to discuss member benefits by contacting Abby Spoon, director of development, at 919.967.7076 or [aspoon@carolinachamber.org](mailto:aspoon@carolinachamber.org). Other inquiries about member programming, committees, services and opportunities may be directed to Meg Branson, director of membership services, at 919.357.9977 or [mbranson@carolinachamber.org](mailto:mbranson@carolinachamber.org).



**CHAPEL HILL  
CARRBORO**  
*Chamber of Commerce*



## [ h o w t h e c h a m b e r w o r k s f o r y o u ]

For more information on gaining the most benefits from your Chamber membership, contact Meg Branson, director of membership services, at 919.357.9977 or [mbranson@carolinachamber.org](mailto:mbranson@carolinachamber.org).

### **connecting you with potential customers & clients**

The Chamber refers residents, visitors and relocators to Chamber members exclusively through our Business Directory, our online directory – available at [www.carolinachamber.org](http://www.carolinachamber.org) – over the phone, and in person. And only members are promoted in Chamber publications including the Community Map, the Food Finder, and print and e-mail newsletters. About 10,000 copies of the Community Map are distributed each year to local businesses, area hotels and restaurants, the Chapel Hill/Orange County Visitors Bureau, and relocators. Members also frequently refer each other based on the relationships built at our networking events.

### **growing your professional network**

Business Before Hours and Business After Hours, our networking events, bring together about 60 to 100 people, respectively, for informal meet and greet breakfasts and evening outings. Programs and events such as the Young Professionals Network and Women's Executive Series offer networking opportunities for segmented audiences. And the Chamber's Annual Meeting allows Chapel Hill-Carrboro Chamber members to mingle with fellow members and professionals from across the Triangle. The Chamber also hosts a series of monthly Roundtables – Women's, Retail, Small Business, and Non-Profit – that promote peer-to-peer education and collaboration.

### **working to attract new businesses to the area**

For some time, economic developers in Orange County did not have a concise marketing piece describing our area's assets to prospective businesses. Seeing the need, the Chamber, with financial support from the County, created a print and electronic brochure geared toward attracting new businesses to the area. Moving forward, the Chamber and its economic development partners will distribute the brochure to targeted industries through direct mail and e-mail. Beyond the brochure, Chamber staff have expanded and bolstered the quality of the economic data that we gather in order to provide top-notch and up-to-date information about our area and market to prospective businesses.

### **marketing our area to individuals looking to relocate**

Each year, the Chamber provides information to more than 1,600 individuals and families interested in relocating. Those who visit or call our office receive publications and information promoting the life, culture, local businesses, non-profit organizations and schools in Chapel Hill and Carrboro. Publications include the 2010 Visitors and Relocation Guide, a partnership with Chapel Hill Magazine; our Community Map; local media; and brochures from Chamber members. Our staff enthusiastically promotes the area and provides valuable additional information gleaned from our experiences as local residents and employees.



## providing briefings, materials & events on information important to your business

Two times a year, the Chamber hosts development briefings for Orange and Chatham Counties that each bring together a panel of planners, economic developers and elected officials to discuss current and anticipated development projects as well as policy changes that will affect future development. Each year, we also hold State and Federal Legislative Briefings where elected officials speak about issues that they have taken up while in office and lay out plans for issues they anticipate tackling. The Briefings provide an excellent opportunity for members to meet elected officials and raise issues unique to their businesses. As a supplement to the Chamber's monthly morning networking events, we also hold Breakfast Briefings, covering topics from small business capital and green and sustainable education to an in-depth economic outlook.

Each month, Chamber staff compile Government Matters, a comprehensive newsletter that provides an overview of issues, projects and policy changes occurring in local, state and federal government that could affect member business. Also, as issues arise, Chamber staff send "Action Alerts" that give members the latest update about an issue or policy proposal and provide information about how members can take action or respond.

## helping you save & make money

Improving your business's bottom line through Chamber membership is one of our main strategic objectives, and we help you make and save money in three main ways: referrals to connect you with customers and clients, exclusive marketing and sponsorship opportunities that increase your presence in our marketplace, and Member to Member Benefits.

- **Referrals:** Chamber staff exclusively refer Chamber members to potential customers and clients who call or drop by the office. Additionally, only Chamber members are listed in the online business directory and display information in the office lobby. Chamber staff send customers and clients directly to members daily.
- **Sponsorship and Marketing:** Whether you're interested in event sponsorship or web and print marketing for your business, the Chamber offers diverse options to help you make your name well known within the Chamber membership and the community. For more information, contact Abby Spoon, director of development, at 919.967.7076 or [aspoon@carolinachamber.org](mailto:aspoon@carolinachamber.org).
- **Member to Member Benefits:** The Chamber leverages the resources of its 800 member organizations to negotiate Member to Member Benefits, discounts or special promotions offered exclusively to Chamber members by Chamber members. Offering Benefits can add value to your membership through increased business with Chamber members, and doing business with Chamber members who offer Benefits can save you significant money on essential products and services. For more information, visit [www.carolinachamber.org/m2m](http://www.carolinachamber.org/m2m) or contact Laura Morrison, member relations manager, at 919.357.9988 or [lmorrison@carolinachamber.org](mailto:lmorrison@carolinachamber.org).

SUSTAINABILITY | ADVOCACY | EDUCATION

## lobbying local government entities on government issues

One of the most critical areas of the Chamber's work is communicating your concerns to elected officials. The Chamber has a dedicated staff member, Adam Klein, vice president, who monitors the agendas of Chapel Hill, Carrboro and Orange County government and attends meetings to track business-related issues. As issues arise, Chamber staff develop a position based on feedback from members and then speak before governing bodies, voicing your views.



## [ networking events ]

Each year the Chamber facilitates more than 25 networking events during which Chamber members connect with potential customers and clients and broaden their professional relationships. Our networking events also provide members with an opportunity to strengthen their referral bases and to engage local leaders and decision makers in our business community.

### **business after hours**

The Chamber's monthly after-work networking event, which draws an audience of about 100 business and community leaders. Usually held on the third Thursday of each month from 5:30 to 7:30 p.m.

### **business before hours**

The Chamber's morning networking event, which draws an audience of 60 to 80 members. Usually held on the first Friday of alternating months from 7:30 to 9 a.m. Business Before Hours includes around-the-room introductions.

### **young professionals network**

Quarterly networking and educational events held for members ages 35 and younger. Generally draws an audience of about 50 members. Past events include a business etiquette luncheon and a first-time home buying financial planning seminar.

### **new member orientation**

This orientation to the Chamber for new members and newly appointed managers usually draws an audience of 30 to 50 guests, new members, Chamber Board and staff. Learn how to make the most of your Chamber membership with networking, referrals, marketing opportunities and community outreach. Business After Hours, the Chamber's monthly networking event, immediately follows the New Member Orientation. Held in March, July and November.

## **EVENT RESOURCES**

For information on Chamber networking events—dates, times and locations—visit the Chamber's online calendar.

To request the Chamber Matters monthly print newsletter, which includes a calendar of events and more detailed information about our networking events, please email [info@carolinachamber.org](mailto:info@carolinachamber.org) or call **919.967.7075**.



## [ executive & community events ]

The Chamber's Executive & Community events bring together a diverse audience of local business and community leaders, giving Chamber members unparalleled access to planners, economic developers, elected officials and other area 'movers and shakers.'

### **chamber annual meeting**

Held in late January, this large, ticketed networking event draws a sell-out audience of more than 350 Chamber members, elected officials and guests. The meeting features a keynote address and presentation of the Small, Mid-size, Large, and Newcomer Business of the Year Awards.

### **women's executive series**

Two networking and professional development events, which each draw an audience of 80-100 local women in business. The Women's Executive Series includes ticketed events in the spring and fall and features a keynote address, table conversation starters, and table displays by local businesses.

### **breakfast briefings**

Breakfast Briefings are offered in conjunction with Business Before Hours networking events, and include a presentation or panel discussion on topics ranging from marketing in a down economy to health insurance, HSA's and other HR options. The briefings are held in March, May, July, August and November and include around-the-room introductions.

### **chatham and orange county development briefings**

Informational briefings on current and upcoming development projects in Chatham and Orange counties. Attendees will hear from local elected officials, senior local/county staff, and developers. The Chatham Briefing is held in the spring, Orange in the Fall. Each attract an audience of about 150 attendees, many in the real estate business.

ACCESS | DIRECTION | PUBLIC POLICY



### **local elected officials reception**

The Chamber’s spring ‘thank you’ event for our local elected officials. This evening event is the perfect opportunity for Chamber members to meet elected officials and senior staff from the Town of Carrboro, Town of Chapel Hill, Town of Hillsborough, Orange County and Chapel Hill-Carrboro City Schools, as well as members of the Chamber Board of Directors and Government Relations Committee.

### **state legislative breakfast**

This breakfast, held in the late summer or early fall, offers Chamber members the opportunity to meet and connect with the N.C. General Assembly delegation and members of the Chamber Board of Directors and Government Relations Committee.

### **federal issues briefing**

This fall briefing offers members an opportunity to hear from our U.S. Representative about congress’ previous session, current action, and what he or she expects congress to take up over the next year. This event includes a question and answer session.

## **EVENT RESOURCES**

For information on Chamber networking events—dates, times and locations—visit the Chamber’s online calendar.

To request the Chamber Matters monthly print newsletter, which includes a calendar of events and more detailed information about our networking events, please email [info@carolinachamber.org](mailto:info@carolinachamber.org) or call **919.967.7075**.



CHAPEL HILL  
CARRBORO  
*Chamber of Commerce*



## [ chamber committees ]

Participation in a Chamber Committee is a powerful way to grow your –or an employee’s – professional network. Committees meet regularly to monitor Chamber programs and services and offer recommendations for enhancements. Committee involvement not only connects you or an employee directly to the Chamber; it also offers a unique opportunity for professional development and growth of leadership skills. Diversity of ideas and your point of view help the Chamber better serve our members, and committee involvement is an excellent way to connect you or an employee to the Chamber, your peers and potential clients and customers.

Currently, the Chamber has three active committees seeking new participants: Ambassadors, Economic Development and Public Policy, and Membership Services.

If you are interested in volunteering to serve on a Chamber committee, please contact Meg Branson, director of membership services, at 919.357.9977 or [mbranson@carolinachamber.org](mailto:mbranson@carolinachamber.org).

SERVICE | INVOLVEMENT | NETWORKING

### **ambassadors**

Act as the goodwill arm of the Chamber, volunteering their time to make personal calls and visits to new members, and explaining and promoting Chamber programs, events and activities. Ambassadors also represent the Chamber at various events including Business After Hours and New Member Orientations. Meetings: 8 a.m., first Tuesday of each month.

### **economic development and public policy**

Identifies issues and devises strategies that will create and sustain a thriving business community. Monitors and makes recommendations to local government on issues affecting Chamber members and their interests. The Chamber is also active with regional, state and national organizations and efforts, and helps leverage its resources to the benefit of members. Committee Chair: Laura Kiley, Kiley and Associates; Meetings: *Subject to change* – 8 a.m., first Thursday of every other month. (Jan., March, May, July, Sept., Nov.)

### **membership services**

Strategically plans the growth of the Chamber through building member loyalty and retention, and is responsible for the oversight and enhancement of the Chamber’s membership programs and services. Committee Chair: Diana Minta, A Better Image Printing; Meetings: 11:30 a.m., second Tuesday of each month.

### **finance**

Supervises and oversees the Chamber’s financial information and records. Committee Chair: Pat Phelan, Edward Jones



## [ c h a m b e r   r o u n d t a b l e s ]

Roundtables are non-competitive forums of business owners and managers who meet monthly to discuss a variety of business issues and concerns. The forums generally accept new members and new groups may be created throughout the year. If you are interested in starting a new Roundtable or second group of an existing Roundtable, please contact Meg Branson, director of membership services, at [mbranson@carolinachamber.org](mailto:mbranson@carolinachamber.org) or 919.357.9977.

### **small business roundtable**

Facilitator: Bob Altier, DeWitt Law, PLLC

Meetings: 11:30 a.m., first Wednesday of each month.

### **non-profit roundtable**

Meetings: 11:30 a.m., second Wednesday of every other month (Feb., April, June, Aug., Oct., Dec.).

### **retail roundtable**

Facilitator: Gene Wolf, Great Earth Vitamins at Meadowmont

Meetings: 7 a.m., third Tuesday of each month.

The retail roundtable is open to businesses that do not compete with the businesses of current retail roundtable members. Contact Gene Wolf at [greatearth@healthinthemeadow.com](mailto:greatearth@healthinthemeadow.com) with questions.

### **women's roundtable**

Facilitators: Marcia Corprew, Town Planner Community Calendar, Wendy Tanson, RE/MAX Winning Edge, Barbara Jessie-Black, P.T.A. Thrift Shop, and Vicky Hayes, iSearch Professional.

Meetings: 8 a.m., fourth Tuesday of each month.

DEVELOPMENT | PARTICIPATION | CONNECTION



## [ 2 0 1 0 c a l e n d a r o f e v e n t s ]

### january

- 6 • Small Business Roundtable
- 8 • Business Before Hours
- 19 • Retail Roundtable
- 21 • Business After Hours
- 28 • Chamber Annual Meeting

### february

- 3 • Small Business Roundtable
- 9 • Young Professionals Network
- 10 • Non-Profit Roundtable
- 12 • Membership Appreciation Day
- 16 • Retail Roundtable
- 18 • Business After Hours
- 23 • Women's Roundtable

### march

- 3 • Small Business Roundtable
- 5 • Business Before Hours Breakfast Briefing
- 9 • Chatham County Development Briefing
- 16 • Retail Roundtable
- 18 • New Member Orientation
- 18 • Business After Hours
- 23 • Women's Roundtable

### april

- 7 • Small Business Roundtable
- 14 • Non-Profit Roundtable
- 15 • Business After Hours
- 20 • Retail Roundtable
- 27 • Women's Roundtable
- 28 • Women's Executive Series

### may

- 4 • Young Professionals Network
- 5 • Small Business Roundtable
- 7 • Business Before Hours Breakfast Briefing
- 18 • Retail Roundtable
- 20 • Business After Hours
- 25 • Community Bocce Tournament
- 26 • Local Government Reception

### june

- 2 • Small Business Roundtable
- 4 • Business Before Hours
- 9 • Non-Profit Roundtable
- 21 • Business After Hours
- 15 • Retail Roundtable
- 22 • Women's Roundtable
- 28 • Chamber Golf Classic

### EVENT RESOURCES

For information on Chamber networking events—dates, times and locations—visit the Chamber's online calendar.

To request the Chamber Matters monthly print newsletter, which includes a calendar of events and more detailed information about our networking events, please email [info@carolinachamber.org](mailto:info@carolinachamber.org) or call **919.967.7075**.



## july

- 7 • Small Business Roundtable
- 9 • Business Before Hours Breakfast Briefing
- 13 • Young Professionals Network
- 14 • Executive Leadership Summit
- 15 • New Member Orientation
- 15 • Business After Hours
- 20 • Retail Roundtable
- 27 • Women's Roundtable

## august

- 4 • Small Business Roundtable
- 6 • Business Before Hours Breakfast Briefing
- 10 • State Legislative Breakfast
- 11 • Non-Profit Roundtable
- 17 • Retail Roundtable
- 19 • Business After Hours
- 24 • Women's Roundtable

## september

- 1 • Small Business Roundtable
- 10 • Business Before Hours
- 16 • Business After Hours
- 21 • Retail Roundtable
- 21 • Orange County Development Briefing
- 22 • Women's Executive Series
- 28 • Women's Roundtable
- TBA • Public Service Fair
- TBA • Leadership Kick-Off Reception

## october

- 1 • Business Before Hours
- 6 • Small Business Roundtable
- 13 • Non-Profit Roundtable
- 19 • Retail Roundtable
- 21 • Business After Hours
- 26 • Women's Roundtable

## november

- 3 • Small Business Roundtable
- 4 • Young Professionals Network
- 5 • Economic Outlook Breakfast Briefing
- 8 • Federal Issues Briefing
- 16 • Retail Roundtable
- 16 • Volunteer Leadership and Planning Conference
- 18 • New Member Orientation
- 18 • Business After Hours
- 23 • Women's Roundtable

## december

- 1 • Small Business Roundtable
- 3 • Business Before Hours
- 8 • Non-Profit Roundtable
- 9 • Salute to Community Heroes and Year-End Awards Gala
- 15 • Retail Roundtable
- 21 • Retail Roundtable
- 28 • Women's Roundtable

# [ MEMBERSHIP APPLICATION ]

## [ MEMBER INFORMATION ]

DATE: \_\_\_\_\_

Organization \_\_\_\_\_

Business Category (Please see reverse for a list of categories) \_\_\_\_\_

Mailing Street Address \_\_\_\_\_

**Description Of Business For Chamber Web Site Listing**  
200 Characters (including punctuation and spacing)

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Physical Address (if different) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Primary Contact \_\_\_\_\_

Title \_\_\_\_\_

**Hours of Operation: 100 Characters (including punctuation and spacing)**

E-mail Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Web Site \_\_\_\_\_

**Driving Directions: 200 Characters (including punctuation and spacing)**

Facebook Username \_\_\_\_\_

LinkedIn Username \_\_\_\_\_ Twitter Handle \_\_\_\_\_

**Number Of Employees:** \_\_\_\_\_  
Full Time      Part-Time\*

\*Two part-time employees will count as one full-time equivalent.

Additional Contact (Optional) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

**Keywords: 8 words maximum, 30 Characters each (including punctuation and spacing)**

## [ PAYMENT INFORMATION ]

**BUSINESS INVESTMENT:** (See Dues Structure) \$ \_\_\_\_\_

**EMPLOYEE INVESTMENT:** (\$9 per full-time employee or full-time equivalent; or \$45 per professional) \$ \_\_\_\_\_

**TOTAL ANNUAL INVESTMENT:** \$ \_\_\_\_\_

**PROCESSING FEE:** \$50.00

**TOTAL DUE:** \$ \_\_\_\_\_

### 2010 DUES STRUCTURE

- **Rookie Year Membership (1-5 Employees)** \$360
- **Rookie Year Membership (6-10 Employees)** \$370
- **General Businesses (11+ Employees)**  
\$370 + \$9 per full-time employee or full-time employee equivalent
- **Non-Profit Organizations**  
1-29 Employees \$315  
30+ Employees \$370
- **Professionals** (Doctors, Lawyers, Dentists, Engineers, CPAs, etc.)  
\$370 + \$45 per professional
- **Individual Real Estate Agents** \$205
- **Hotels, Apartments, Banks & Real Estate:** Call for a quote

**[ METHOD OF PAYMENT ]**  Cash  Check  Visa  MC  AMEX  Monthly Bank Draft  Quarterly Bank Draft  
 Monthly Credit Card Draft  Quarterly Credit Card Draft

CC # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Bank Acct # \_\_\_\_\_ Routing # \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**[ BUSINESS CATEGORIES ]** One category listing is included with your membership.

**BUILDERS AND REAL ESTATE**

- Architects
- Building Materials
- Commercial Builders
- Commercial Real Estate
- Consulting
- Contractors - Builders and Real Estate
- Engineers
- Gardening and Landscaping
- Property Management - Builders and Real Estate
- Real Estate Appraisals
- Real Estate Developers
- Real Estate Investment
- Real Estate Publications
- Real Estate Rentals
- Residential Builders
- Residential Real Estate

**BUSINESS SERVICES**

- Accountants
- Business Resources
- Coaching and Consulting
- Employment Services
- Event Planning - Business Services
- Financial Services
- Insurance
- Language Services
- Legal Services
- Marketing and Media Services
- Payroll Services
- Printing - Business Services
- Professional Associations
- Professional Development
- Promotional Merchandise
- Research and Development
- Technology and Electronics - Business Services
- Transportation - Business Services
- Utilities - Business Services
- Web Design and Development - Business Services

**CIVIC AND SERVICE ORGANIZATIONS**

- Civic and Service Organizations

**CONSUMER SERVICES**

- Animal Services
- Child Care
- Cleaning Services
- Education
- Personal Services
- Printing - Consumer Services
- Technology and Electronics - Consumer Services
- Transportation - Consumer Services
- Utilities - Consumer Services
- Web Design and Development - Consumer Services

**ENTERTAINMENT AND LODGING**

- Apartments
- Drama
- Education - Entertainment
- Event Planning - Entertainment
- Hobbies
- Hotels
- Housing

- Leisure, Recreation and Travel
- Literature
- Media
- Museums
- Music
- Property Management - Entertainment and Lodging
- Retirement
- Visual Art

**GIFTS AND APPAREL**

- Art Galleries
- Athletics
- Gifts
- Jewelry
- Men's and Children's Apparel
- Shoes
- Women's Apparel

**HEALTH/WELLNESS AND BEAUTY**

- Assisted Living
- Beauty Products and Services
- Dentists and Orthodontists
- Fitness
- Health Care
- Health Products
- Mental Health Services
- Physicians
- Senior Care
- Wellness

**HOME/OFFICE AND AUTO**

- Automobile Dealers
- Automobile Service and Repairs
- Contractors - Home/Office and Auto
- Gardening and Landscaping - Home/Office and Auto
- Home Maintenance
- Homegoods and Furniture
- Office Supplies and Equipment
- Technology and Electronics - Home/Office and Auto

**WORSHIP**

- Worship

**INDIVIDUALS**

- Individuals

**RESTAURANTS/CAFES AND BARS**

- Bars and Breweries
- Coffee Houses
- Desserts
- Restaurants and Grill

**SPECIALTY FOOD AND CATERING**

- Bakeries
- Catering
- Distribution
- Grocery Stores and Markets
- Meal Preparation
- Wine Sellers